

## CLAIMS

What is claimed is:

1. A method for comparing financial products as funding sources for a financial plan, comprising:
  - 5 selecting two or more financial products for comparison of a set of attributes, each financial product having values corresponding to the set of attributes;
  - assigning a weight to each of the attributes;
  - scaling the values of the financial products across each attribute;
  - 10 multiplying the scaled values by the assigned weights; and
  - generating a weighted score for each financial product by summing the weighted scaled values for each product.
2. The method of claim 1, further comprising:
  - 15 changing the assigned weight for at least one of the attributes to compare financial tradeoffs.
3. The method of claim 1, wherein scaling the values for each attribute further comprises:
  - 20 identifying a maximum value and a minimum value for an attribute;
  - calculating an adjusted maximum value and an adjusted minimum value by applying a dispersion factor to the maximum and minimum values;
  - calculating an adjusted range from the adjusted maximum and minimum values; and

generating a scaled value from the adjusted range for each financial product resulting in a curved set of scaled product values for the attribute.

4. The method of claim 1, further comprising:
  - 5       populating one or more of the attributes for the financial products with grades from one or more financial databases, the databases providing a comparative grade of financial strength of financial product carriers; and  
          converting the grades into numeric values.
- 10   5. The method of claim 1, further comprising:
  - populating one or more of the attributes of the financial products with values from a financial product illustration system, the system projecting values of each of the financial products.
- 15   6. The method of claim 1, further comprising:
  - populating one or more of the attributes of the financial products with subjective scores from a user.
7. The method of claim 1, wherein the set of attributes are grouped into categories and further comprises assigning a weight to each of the categories.
8. The method of claim 7, wherein a summation of the weights of the attributes  
20       within a category is equal to the assigned weight of the category.
9. The method of claim 7, wherein the categories comprise financial strength, funding, contractual features.

10. The method of claim 9, wherein the attributes within the financial strength category include:
- at least one rating from a rating agency;
  - asset size; and
  - 5 strength of financial backing including parent.
11. The method of claim 9, wherein the attributes within the funding category include:
- first year cash flow resulting from purchasing a particular policy;
  - discounted value of the policy and benefits after tax cash flow at
  - 10 a discounted rate;
  - internal rate of return on policy and benefits after tax cash flow;
  - after-tax effect on earnings due to the policy and benefits in first year;
  - cumulative after-tax effect on earnings due to the policy and
  - 15 benefits through first five years; and
  - number of years until the cumulative after-tax effect on earnings becomes positive.
12. The method of claim 9, wherein the attributes within the contractual features category include:
- 20 de-MECing provisions;
  - mortality charge guarantees;
  - expense charge guarantees;
  - buyers rating of fund choices; and
  - buyers rating of historical fund performance.
- 25 13. The method of claim 9, the attributes include suitability of underwriting offer.

14. The method of claim 1, further comprising:  
selecting a non-qualified supplemental benefits plan, the two or more financial products compared for funding the plan.
15. The method of claim 1, wherein the two or more financial products are compared for individual financial planning.
16. The method of claim 1, wherein the two or more financial products compared include life insurance policies.
17. The method of claim 16, wherein the life insurance policies include corporate-owned life insurance policies.
18. The method of claim 1, wherein the two or more financial products compared include securities.
19. The method of claim 18, wherein the securities include mutual funds.
20. A system for comparing financial products as funding sources for a financial plan, comprising:  
a server;  
one or more clients in communication with the server;  
the one or more clients selecting two or more financial products for comparison of a set of attributes by the server, the server retrieving values for each financial product corresponding to the set of attributes;  
the one or more clients assigning a weight to each of the attributes;  
the server scaling the values of the financial products across each attribute;

the server multiplying the scaled values by the assigned weights;  
and

the server generating a weighted score for each financial product  
by summing the weighted scaled values for each product.

5 21. The system of claim 20, further comprising:

the one or more clients changing the assigned weight for at least  
one of the attributes to compare financial tradeoffs.

22. The system of claim 20, wherein the scaling of the values by the server for each  
attribute further comprises:

10 the server identifying a maximum value and a minimum value for  
an attribute;

the server calculating an adjusted maximum value and an  
adjusted minimum value by applying a dispersion factor to the maximum  
and minimum values;

15 the server calculating an adjusted range from the adjusted  
maximum and minimum values; and

the server generating a scaled value from the adjusted range for  
each financial product resulting in a curved set of scaled product values  
for the attribute.

20 23. The system of claim 20, further comprising:

one or more financial databases;

the server populating one or more of the attributes of the financial  
products with grades from the one or more financial databases, the one or  
more financial databases providing a comparative grade of financial  
25 strength of financial product carriers; and

converting the grades into numeric values.

24. The system of claim 20, further comprising:  
one or more financial product illustration systems; and  
the server populating one or more of the attributes of the financial  
products with values from the one or more financial product illustration  
5 systems, the systems projecting values of each of the financial products.
25. The system of claim 20, further comprising:  
the server populating one or more of the attributes of the financial  
products with subjective scores from a client.
26. The system of claim 20, wherein:  
10 the server groups the set of attributes into categories; and  
the one or more clients assign a weight to each of the categories.
27. The system of claim 26, wherein a summation of the weights of the attributes  
within each of the categories is equal to the assigned weight of the category.
- 15 28. The system of claim 26, wherein the categories comprise financial strength,  
funding, contractual features.
29. The system of claim 28, wherein the attributes within the financial strength  
category include:  
at least one rating from a rating agency;  
20 asset size; and  
strength of financial backing including parent.
30. The system of claim 28, wherein the attributes within the funding category  
include:  
first year cash flow resulting from purchasing a particular policy;

discounted value of the policy and benefits after tax cash flow at  
a discounted rate;

internal rate of return on policy and benefits after tax cash flow;  
after-tax effect on earnings due to the policy and benefits in first

5 year;

cumulative after-tax effect on earnings due to the policy and  
benefits through first five years; and

number of years until the cumulative after-tax effect on earnings  
becomes positive.

10 31. The system of claim 28, wherein the attributes within the contractual features  
category include:

de-MECing provisions;

mortality charge guarantees;

expense charge guarantees;

15 buyers rating of fund choices; and

buyers rating of historical fund performance.

32. The system of claim 28, the attributes further include suitability of underwriting  
offer.

33. The system of claim 20, further comprising:

20 the one or more clients selecting a non-qualified supplemental  
benefits plan, the two or more financial products compared for funding  
the plan.

34. The system of claim 20, wherein the one or more clients comparing the two or  
more financial products for individual financial planning purposes.

35. The system of claim 20, wherein the two or more financial products compared include life insurance policies.
36. The system of claim 35, wherein the life insurance policies include corporate-owned life insurance policies.
- 5 37. The system of claim 20, wherein the two or more financial products compared include securities.
38. The system of claim 37, wherein the securities include mutual funds.
39. An article of manufacture, comprising:
- 10 a computer-usable medium;
- a set of computer operating instructions embodied on the medium, including instructions for a method of comparing financial products as funding sources for a financial plan, comprising instructions for:
- 15 selecting two or more financial products for comparison of a set of attributes, each financial product having values corresponding to the set of attributes;
- assigning a weight to each of the attributes;
- scaling the values of the financial products across each attribute;
- 20 multiplying the scaled values by the assigned weights; and
- generating a weighted score for each financial product by summing the weighted scaled values for each product.



40. The article of claim 39, further comprising instructions for changing the assigned weight for at least one of the attributes to compare financial tradeoffs.
41. The article of claim 39, wherein the instructions for scaling the values for each attribute further comprises:
- 5 identifying a maximum value and a minimum value for an attribute;
- calculating an adjusted maximum value and an adjusted minimum value by applying a dispersion factor to the maximum and minimum values;
- 10 calculating an adjusted range from the adjusted maximum and minimum values; and
- generating a scaled value from the adjusted range for each financial product resulting in a curved set of scaled product values for the attribute.
- 15 42. The article of claim 39, further comprising instructions for:
- populating one or more of the attributes of the financial products with grades from one or more financial databases, the databases providing a comparative grade of financial strength of financial product carriers; and
- 20 converting the grades into numeric values.
43. The article of claim 39, further comprising instructions for populating one or more of the attributes of the financial products with values from a financial product illustration system, the system projecting values of each of the financial products.

44. The article of claim 39, further comprising instructions for populating one or more of the attributes of the financial products with subjective scores from a user.
45. The article of claim 39, further comprising instructions for:  
5                   grouping the set of attributes into categories; and assigning a weight to each of the categories.
46. The article of claim 45, wherein the categories comprise financial strength, funding, contractual features.
- 10 47. The article of claim 45, wherein the attributes within the financial strength category include:  
                  at least one rating from a rating agency;  
                  asset size; and  
                  strength of financial backing including parent.
- 15 48. The article of claim 45, wherein the attributes within the funding category include:  
                  first year cash flow resulting from purchasing a particular policy;  
                  discounted value of the policy and benefits after tax cash flow at a discounted rate;  
20               internal rate of return on policy and benefits after tax cash flow;  
                  after-tax effect on earnings due to the policy and benefits in first year;  
                  cumulative after-tax effect on earnings due to the policy and benefits through first five years; and  
25               number of years until the cumulative after-tax effect on earnings becomes positive.

49. The article of claim 45, wherein the attributes within the contractual features category include:
- de-MECing provisions;
  - mortality charge guarantees;
  - 5 expense charge guarantees;
  - buyers rating of fund choices; and
  - buyers rating of historical fund performance.
50. The article of claim 45, the attributes include suitability of underwriting offer.
51. The article of claim 39, further comprising instructions for selecting a  
10 non-qualified supplemental benefits plan, the two or more financial products compared for funding the plan.
52. The article of claim 39, wherein the two or more financial products are compared for individual financial planning purposes.
53. The article of claim 39, wherein the two or more financial products compared  
15 include life insurance policies.
54. The article of claim 53, wherein the life insurance policies include corporate-owned life insurance policies.
55. The article of claim 39, wherein the two or more financial products compared include securities.
- 20 56. The article of claim 55, wherein the securities include mutual funds.